

Rep Order# 8879725  
EC'd Yes

Ver# 1 Status New

Traffic Order# 37582

Printed: 10/11/2012 4:08 PM  
Last Received: 10/10/2012 12:35 PM  
Showing Buylines: All Lines

1 of 5

Station KLAS-TV LAS VEGAS  
Advertiser ( ) CROSSROADS GPS  
Product ISSUE  
Estimate# 1123  
Buyer Emily Milhoan  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/1123  
Flight Dates 10/29/2012 - 11/05/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER FOR CROSSROADS GPS. PLEASE CONFIRM.

THANKS

STEFAN/MIKE

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	SU	1135P-1205A	GAME TIME WITH UNLV	:30	\$350.00	11/04-11/04	1	1	1	\$350.00	
	2	SU	500P-530P	8 NEWS NOW AT 5PM-SUN	:30	\$300.00	11/04-11/04	1	1	1	\$300.00	
	3	SA	1100P-1135P	8 NEWS NOW AT 11PM-WKND	:30	\$1,500.00	11/03-11/03	1	1	1	\$1,500.00	
	4	SU	1100P-1135P	8 NEWS NOW AT 11PM-WKND	:30	\$1,500.00	11/04-11/04	1	1	1	\$1,500.00	
	5	SU	530P-600P	INSIDE EDITION	:30	\$900.00	11/04-11/04	1	1	1	\$900.00	
	6	M	500P-630P	8 NEWS NOW ROTATION	:30	\$1,700.00	10/29-10/29	1	1	1	\$1,700.00	
	7	W	500P-630P	8 NEWS NOW ROTATION	:30	\$1,700.00	10/31-10/31	1	1	1	\$1,700.00	
	8	F	500P-630P	8 NEWS NOW ROTATION	:30	\$1,700.00	11/02-11/02	1	1	1	\$1,700.00	
	9	M	500P-630P	8 NEWS NOW ROTATION	:30	\$1,700.00	11/05-11/05	1	1	1	\$1,700.00	

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	10	SU	800A-830A	8 NEWS NOW SUNDAY MORNING- #2	:30	\$1,500.00	11/04-11/04	1	1	1	\$1,500.00	
	11	TU	900A-1000A	LIVE! WITH KELLY & MICHAEL	:30	\$1,200.00	10/30-10/30	1	1	1	\$1,200.00	
	12	W	900A-1000A	LIVE! WITH KELLY & MICHAEL	:30	\$1,200.00	10/31-10/31	1	1	1	\$1,200.00	
	13	F	900A-1000A	LIVE! WITH KELLY & MICHAEL	:30	\$1,200.00	11/02-11/02	1	1	1	\$1,200.00	
	14	TU	400P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$1,600.00	10/30-10/30	1	1	1	\$1,600.00	
	15	W	400P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$1,600.00	10/31-10/31	1	1	1	\$1,600.00	
	16	F	400P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$1,600.00	11/02-11/02	1	1	1	\$1,600.00	
	17	M	1135P-1237A	LATE SHOW W/LETTERMAN	:30	\$1,200.00	10/29-10/29	1	1	1	\$1,200.00	
	18	TU	1135P-1237A	LATE SHOW W/LETTERMAN	:30	\$1,200.00	10/30-10/30	1	1	1	\$1,200.00	
	19	F	1135P-1237A	LATE SHOW W/LETTERMAN	:30	\$1,200.00	11/02-11/02	1	1	1	\$1,200.00	
	20	M	1135P-1237A	LATE SHOW W/LETTERMAN	:30	\$1,200.00	11/05-11/05	1	1	1	\$1,200.00	
	21	M	1200P-1230P	8 NEWS NOW AT NOON	:30	\$1,300.00	10/29-10/29	1	1	1	\$1,300.00	
	22	W	1200P-1230P	8 NEWS NOW AT NOON	:30	\$1,300.00	10/31-10/31	1	1	1	\$1,300.00	
	23	M	1200P-1230P	8 NEWS NOW AT NOON	:30	\$1,300.00	11/05-11/05	1	1	1	\$1,300.00	

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	24	M	600A-700A	MORNING NEWS ROTATOR	:30	\$1,400.00	10/29-10/29	1	1	1	\$1,400.00	
	25	TU	600A-700A	MORNING NEWS ROTATOR	:30	\$1,400.00	10/30-10/30	1	1	1	\$1,400.00	
	26	F	600A-700A	MORNING NEWS ROTATOR	:30	\$1,400.00	11/02-11/02	1	1	1	\$1,400.00	
	27	M	600A-700A	MORNING NEWS ROTATOR	:30	\$1,400.00	11/05-11/05	1	1	1	\$1,400.00	
	28	M	1100P-1135P	8 NEWS NOW AT 11PM	:30	\$2,700.00	10/29-10/29	1	1	1	\$2,700.00	
	29	TH	1100P-1135P	8 NEWS NOW AT 11PM	:30	\$2,700.00	11/01-11/01	1	1	1	\$2,700.00	
	30	F	1100P-1135P	8 NEWS NOW AT 11PM	:30	\$2,700.00	11/02-11/02	1	1	1	\$2,700.00	
	31	M	700A-900A	CBS THIS MORNING	:30	\$1,400.00	10/29-10/29	1	1	1	\$1,400.00	
	32	F	700A-900A	CBS THIS MORNING	:30	\$1,400.00	11/02-11/02	1	1	1	\$1,400.00	
	33	M	700A-900A	CBS THIS MORNING	:30	\$1,400.00	11/05-11/05	1	1	1	\$1,400.00	
	34	M	300P-400P	ELLEN	:30	\$1,600.00	10/29-10/29	1	1	1	\$1,600.00	
	35	TH	300P-400P	ELLEN	:30	\$1,600.00	11/01-11/01	1	1	1	\$1,600.00	
	36	F	300P-400P	ELLEN	:30	\$1,600.00	11/02-11/02	1	1	1	\$1,600.00	
	37	M	500A-600A	8 NEWS NOW AT 5-7AM	:30	\$1,200.00	10/29-10/29	1	1	1	\$1,200.00	
	38	TH	500A-600A	8 NEWS NOW AT 5-7AM	:30	\$1,200.00	11/01-11/01	1	1	1	\$1,200.00	

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	39	F	500A-600A	8 NEWS NOW AT 5-7AM	:30	\$1,200.00	11/02-11/02	1	1	1	\$1,200.00	
	40	SA	630P-700P	8 NEWS NOW AT 630PM-SAT	:30	\$2,500.00	11/03-11/03	1	1	1	\$2,500.00	
	41	TU	1230P-100P	THE BOLD AND THE BEAUTIFUL	:30	\$1,700.00	10/30-10/30	1	1	1	\$1,700.00	
	42	W	1230P-100P	THE BOLD AND THE BEAUTIFUL	:30	\$1,700.00	10/31-10/31	1	1	1	\$1,700.00	
	43	F	1230P-100P	THE BOLD AND THE BEAUTIFUL	:30	\$1,700.00	11/02-11/02	1	1	1	\$1,700.00	
	44	M	100P-200P	LET'S MAKE A DEAL	:30	\$1,700.00	10/29-10/29	1	1	1	\$1,700.00	
	45	W	100P-200P	LET'S MAKE A DEAL	:30	\$1,700.00	10/31-10/31	1	1	1	\$1,700.00	
	46	F	100P-200P	LET'S MAKE A DEAL	:30	\$1,700.00	11/02-11/02	1	1	1	\$1,700.00	
	47	M	630P-700P	INSIDE EDITION	:30	\$3,500.00	10/29-10/29	1	1	1	\$3,500.00	
	48	W	630P-700P	INSIDE EDITION	:30	\$3,500.00	10/31-10/31	1	1	1	\$3,500.00	
	49	M	630P-700P	INSIDE EDITION	:30	\$3,500.00	11/05-11/05	1	1	1	\$3,500.00	
	50	M	1000A-1100A	PRICE IS RIGHT	:30	\$5,000.00	10/29-10/29	1	1	1	\$5,000.00	
	51	TH	1000A-1100A	PRICE IS RIGHT	:30	\$5,000.00	11/01-11/01	1	1	1	\$5,000.00	
	52	M	1000A-1100A	PRICE IS RIGHT	:30	\$5,000.00	11/05-11/05	1	1	1	\$5,000.00	
	53	TU	800P-900P	NCIS	:30	\$30,000.00	10/30-10/30	1	1	1	\$30,000.00	

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---REPORT TOTALS---

Report Totals: 53 / \$124,450.00

---SALES MONTHLY TOTALS---

Nov 12: 53 / \$124,450.00  
Sales Totals: 53 / \$124,450.00  
Station Totals: 53 / \$124,450.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$414,833	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11  
Demos RA35+